

## ABSTRACT OF THE DISCLOSURE

The present invention provides a solution to the needs described above through a system and method for integrating the disparate platforms and software applications, and dynamic generation of web content in a user effort efficient manner. The system of the present invention uses an Web Content Server to interact with disparate systems and to improve the productivity of building web content. The Web Content Server provides a page engine or platform that separates data production, interaction elements, and display information and maintains these aspects of page production in different files.